

ABSTRACT

An apparatus and method for enabling screen brightness of a display unit to be adjusted automatically according to display brightness, thereby improving the visibility of the display screen to a viewing user. A brightness adjusting system including a gray scale gradation evaluator 20 for calculating the display brightness in a certain window displayed on the screen of a display unit and a display controller 5 30 for controlling the screen brightness of the display unit according to the display brightness in the certain window, calculated by the gray scale gradation evaluator 20, is provided for.